



STRENGTHENING ECOPRENEURSHIP IN PAKIS VILLAGE, LIMBANGAN SUBDISTRICT, KENDAL DISTRICT

¹Ita Nuryana, ²Partono Thomas, ³Ida Nur Aeni, ⁴Wulan Suci Rachmadani

^{1,2,3,4} Universitas Negeri Semarang

ARTICLE INFO

Article History:

Received Dec, 07, 2020

Accepted Dec, 25, 2020

Available Dec, 31 2020

Keywords:

Ecopreneurship,
Business Continuity

ABSTRACT

Tujuan dari pelaksanaan pengabdian ini adalah agar para pemilik usaha dapat melakukan bisnis kolang-kolang dengan memperhatikan lingkungan untuk kelangsungan usahanya. Pengabdian ini dilaksanakan pada tanggal 11 Agustus 2020 di Kantor Kelurahan Pakis Kabupten Kendal diikuti oleh 30 pelaku bisnis. Pelatihan dimulai dengan penyampaian materi oleh narasumber, dilanjutkan dengan diskusi dan diakhiri dengan praktik pembuatan berbagai olahan dari kolang-kaling seperti manisan kolang-kolang, donat dan selai kolang-kaling. Simpulan dalam pengabdian ini kegiatan pengabdian kepada masyarakat mengenai produk hijau dalam sosialisasi penguatan ecopreneurship dan praktik pengolahan produk kolang kaling pada Masyarakat desa Pakis mendapatkan respon yang antusias dari peserta. Saran dalam pelaksanaan pengabdian kepada masyarakat yaitu kegiatan pengabdian seperti ini dapat dilakukan secara rutin dengan sasaran yang benar-benar membutuhkan untuk penguatan ecopreneurship dan praktik pengolahan produk kolang kaling pada Masyarakat desa Pakis.

The purpose of the implementation of this devotion is so that business owners can do business kolang-kolang by paying attention to the environment for the continuity of their business. This service was held on August 11, 2020 at Pakis Village Office of Kendal District followed by 30 businesses. The training began with the delivery of materials by the speakers, followed by discussions and ended with the practice of making various preparations of kolang-kaling such as candied kolang-kolang, donuts and kolang-kaling jam. In conclusion, in this service activities of community service on green products in the socialization of strengthening ecopreneurship and the practice of processing kaling-kolang products in pakis village communities get an enthusiastic response from participants. Suggestions in the implementation of community service that is this kind of devotion activities can be done routinely with the target that really needs to strengthen ecopreneurship and the practice of processing kolang -koling products in pakis village community.

Address: L Building, Campus Sekaran, Gunungpati, Semarang,
Indonesia, 50229

Correspondent Address:
Universitas Negeri Semarang
Email: ita.nuryana@mail.unnes.ac.id

INTRODUCTION

Indonesia has a variety of ecofriendly business potentials, but not all of these potentials have been developed to the maximum. Many conventional business activities have proven to be harmful to the environment and can even result in massive environmental damage, such as climate change, deforestation, air pollution, and water pollution. Therefore, the concept of ecopreneur is considered to be one of the solutions that can bridge the gap between economic and environmental interests.

Ecopreneurship is an entrepreneurial concept that is not only profit-oriented but also pays attention to other aspects, especially environmental aspects. Ecopreneurship is the behavior of entrepreneurship that pays attention to or attaches importance to the continued sustainability of the environment in the future. The concept of ecopreneur here is broad, not only in the form of products or services that directly have a positive impact on the environment, but all activities in the entrepreneurial process that are more environmentally friendly and more efficient in energy use, such as minimizing waste production, maximizing the use of unused materials (reuse), and so on.

The term ecopreneurship comes from a combination of two words, namely ecological and entrepreneurship. According to Stefanschaltegger (2002), ecopreneurship can be defined as entrepreneurial activities that involve initiatives and entrepreneurial skills of a person or group to achieve business success with environmental innovations. Currently one of the issues of national and global concern is the hunting activities of natural resources on this earth that will encourage the degradation of environmental changes that cause ecological destruction of the environment. Through ecopreneurship here means the spirit of entrepreneurship that not only attaches importance to financial gain but strives to save the environment (ecology). Ecopreneurship itself is the concept of developing the entrepreneur world in the future by paying attention to aspects of sustainability both ecological, social and economic aspects.

In principle ecopreneurship is to start a new business or change existing businesses by making efforts such as minimizing the use of existing energy and natural resources wisely and wisely and reducing waste (solid, liquid and energy), reducing emissions gases that can cause air pollution, reducing the use of harmful chemicals, re-use of production waste as raw materials, using raw materials or basic and sustainable energy sources and reducing excessive use so as to produce a lot of waste.

Limbangan sub-district is one of 16 sub-districts in the kendal district administration area with a land height of approximately 426 meters from sea level. Limbangan sub-district has 16 villages, the majority of which have abundant natural resource potential, one of which is Pakis Village. The largest use of the area, especially the land in Pakis Village, is in the form of rice fields and moor land. Food Crops, Plantations, and Livestock are several types of resources in Pakis Village. Various types of food crops developed in pakis village include rice fields, cassava, and sweet potatoes. Pakis village is also classified as the largest rice producing village in Limbangan Subdistrict.

Factor Evaluation	Strength	Weakness
Internal Factors	a. Abundance of plantation products, especially aren. b. Availability of development land.	a. Limitations of plantation processing technology. b. Access to market information is relatively low. c. Production management is still classified as low business orientation.
External Factors		
Opportunity	Strategy "S - O"	Strategy "W - O"
a. Government support. b. Demand for kolang-kaling products is high. c. Market information opportunities are getting bigger with the use of online shops. d. Market access opportunities through cooperation with Gondang Tourism Village.	a. Improving the expertise of palm farmers. b. Encourage the formation of local resource-based SMEs. c. Direct assistance both technical assistance and experts. d. The establishment of a joint venture group. e. Improved mastery of information technology. f. Establishment of inter-village cooperation.	a. Strengthening knowledge and economic mindset to village communities. b. Facilitation of network formation to increase market access. c. Business management assistance to increase the selling value of superior products. d. Improved access to market information.
Threat	Strategy "S - T"	Strategy "W - T"
a. Fluctuating market conditions. b. The possibility of the same product from other regions.	a. Modernization of the production process made from kolang-kaling. b. Increase efficiency so that competitiveness increases. c. Strengthen capital channels, distribution, and other aspects of business. d. Promotion enhancement.	a. Facilitate standardization of raw material quality. b. Product quality improvement.

Table 1. SWOT Analysis of Pakis Village Plantation Potential

Meanwhile, plantation crops that become the main potential of local resources in Pakis Village are aren. Pakis Village's superior products are kolang-kaling and palm sugar. However, efforts to develop the potential of the region and superior products have not been carried out optimally. This is due to limited market and technology information for product development, lack of attitude and entrepreneurial spirit of regional

development actors in Pakis Village, undeveloped institutional infrastructure oriented towards sustainable business development management in the regional economy, limited access of farmers and small businesses to business development capital, lack of superior product marketing efforts, and not optimal utilization of inter-regional cooperation framework to support increased competitiveness and superior products. The purpose of this Community Service Activity is so that business owners can do business kolang-koling by paying attention to the environment for the continuity of their business.

PROBLEM

The main problem faced by Pakis Village related to the field of economic development of the community is the lack of mindset of running a business that pays attention to the environment. In fact, the location of Pakis Village is a strategic area because it is adjacent to the tourist village, namely Gondang Village. These opportunities should be seized by the community for product development with regard to the environment.

Based on the SWOT analysis, it shows the need to increase the strengthening of ecopreneurship in running its business. In principle ecopreneurship is to start a new business or change existing businesses by making efforts such as minimizing the use of existing energy and natural resources wisely and wisely and reducing waste (solid, liquid and energy), reducing emissions gases that can cause air pollution, reducing the use of harmful chemicals, re-use of production waste as raw materials, using raw materials or basic and sustainable energy sources and reducing excessive use so as to produce a lot of waste. Strengthening Ecopreneurship for pakis village community is also supported by the potential of natural resources that have not been optimally managed, especially kolang-kaling products.

The potential of natural resources of palm plants becomes a great opportunity in building a business. Kolang-kaling is a processed product derived from palm trees. Kolang-kaling is obtained from half-cooked palm fruit that is burned or boiled. Currently kolang-kaling products are only marketed without any diversification of processed products. Whereas kolang-kaling can be processed back into other processed products that

can increase the selling value of kolang-kaling products. Efforts to increase the utilization of kolang-kaling fruit in order to have economic value and carbohydrate content in kolang-kaling fruit is quite high, it is necessary to use it as a functional food that is beneficial for health (Purwati & Nugrahini, 2018). Research Yenrina et al., (2016) also used kolang-kaling as a research material and found the best product composition with a composition of kolang-kaling by 70% and dragon fruit skin jam by 30%. This indicates that kolang-kaling is one of the foodstuffs that have high quality.

Moreover, the content owned by kolang-kaling is very beneficial for health so that it becomes a double function of kolang-kaling, namely as food as well as body health. These two things are intertwined because the state of one's health at each stage of life cycle is directly affected by food consumption (Damayanti et al., 2017). Here is the content of kaling kolang every 100 grams.

Composition		Amount
Energy	(Kcal)	27
Carbohydrates	(g)	6
Fiber	(g)	1,6
Protein	(g)	0,4
Fat	(g)	0,2
Phosphorus	(ppm)	24,3
Calcium	(ppm)	9,1
Iron	(ppm)	0,05

Table 2. Content of Kolang-kaling Every 100 g Source: Ratima (2014)

No	Problem	Method	Outer Target
1.	Pakis village is an area with abundant natural resource potential, with one of its superior products is kolang-kaling and palm sugar, but efforts to develop potential and superior products are not optimal;	a. Lecture method, by providing material on the importance of economic improvement for the community followed by <u>ecopreneurship</u> material b. Simulation method, by providing initial material related to the processing of kolang-kaling products that pay attention to the environment.	Evaluation of this activity is carried out during the training activities and sees the final product of the activity a. Evaluated aspects. Aspects evaluated are attendance, participant activity, participant's understanding of the material that has been given.
2.	This is due to limited market information and technology for product development, as well as the lack of attitude and entrepreneurial spirit of regional development actors in Pakis Village;	c. Practicum method, by providing opportunities for participants to perform the production process of kolang-kaling processed products that pay attention to the environment.	b. Evaluation Techniques. Evaluation is carried out using appropriate instruments. The attendance of participants was evaluated based on the attendance list of participants, participants' activities based on observation instruments and students' level of understanding of green products.
3.	lack of mindset of running a business that pays attention to the environment (<u>low ecopreneuership</u>).	d. Discussion method, by giving participants a question and answer opportunity about things they do not understand or do not understand. e. Mentoring program, aimed at helping the problems that arise when farmers try to manage the <u>initial business</u> .	c. Program Achievement Indicators The criteria for achievement of each aspect of the program are (1) the presence of participants, good category activities, and the level of understanding of <u>good-category materials</u> .

Figure 3. Diagram of Implementation of Devotion Activities

The value of more than kolang-kaling becomes a promising business opportunity for pakis village people to increase the economic power of the community. Economic growth is an indicator to assess the economic progress of a region and on this basis each region seeks to increase economic growth figures. Creative ideas become important to increase the economic potential of the community (HT, 2017). Based on the background of the partner's problems and considering the opportunities of the partner, this service is focused on 1). Strengthening ecopreneuship of Pakis village community. 2). Assistance in managing kolang-kaling processed products through a production process that pays attention to the environment.

METHOD

The method applied in this devotion is to uncover the problems that arise in the village of Pakis Haji and then conducted discussions with partners to formulate the root of the agreed priority problem, as well as determine the right solution. Broadly speaking the implementation steps as described in Table 3.

RESULTS AND DISCUSSIONS

Community service activities agreed by the Head of Pakis Village. The dedication of the Department of Economics is to increase students' awareness about the use of environmentally sound products in the evaluation of learning in schools. The activities, objectives and results in devotion activities are as follows.

The output obtained from this community service activity include:

1. Pakis villagers can know and understand about Ecopreneuship.
2. Pakis villagers can develop and optimize the management of existing natural resource potentials well.
3. Pakis villagers can apply environmentally based product processing ranging from product design, production, packaging to distribution.

Outcomes obtained from community service activities include:

1. With the community service program in the form of training on Ecopreneuship is expected to increase the knowledge and understanding of pakis villagers about environmentally based entrepreneurship.
2. With the training in the form of processing practices and assistance of kolang-kaling production process, it is expected that pakis villagers can develop processed kolang-kaling products and apply the production process with the principle of paying attention to the environment.

Ecopreneuship training activities kolang-kaling processing aimed at pakis village community in general went smoothly. Community service partners (Pakis village community) help prepare the place, facilities and a lot training, and coordinate and delegate community representatives, especially kolang-kaling entrepreneurs

to participate in training activities from the beginning of the activity until completion.

Before conducting training activities, the presenter introduces himself first and then tries to explore the knowledge of Ecopreneuship. Presenters ask some questions about the understanding of environmentally sound business After exploring knowledge, then the presenter begins to present material about the importance of entrepreneurship that pays attention to the environment. In addition, the complainant worked with food expert speakers to provide training on the practice of processing kolang-kaling products into several processed that are more valuable to sell. During the training activities, participants

Step	Activities	Goal	Results
1.	Stages of Preparation of Activities	adjusting the needs of partners, the time of implementation of devotion activities, and places to carry out devotion activities, including direct observations related to other potentials that can be excavated where related to community service programs.	a. Mapping the priorities of the problems faced by students in using green products. b. Specify troubleshooting alternatives
2.	Socialization Stage	preparing materials and materials needed during the activity process, including power points for presentations, handouts related to a fundamental understanding of ecopreneuship.	a. Draft training module for the use of green products. b. Training steps
3.	Training	providing counseling on the potential of kolang-kaling products that can be further processed to increase the selling value of the product, then the resource person practiced the production process of kolang-kaling processing into a value-added product followed by participant's devotion. Then, give an overview of efforts to start an initial business that starts from product design, production, packaging, to the distribution of products that pay attention to the environment.	a. Providing training and strengthening ecopreneuship pakis villagers. b. Provide counseling on how to start a business that pays attention to the environment. c. Providing assistance in the management of kolang-kaling through a production process that pays attention to the environment
4.	Evaluation of Devotion Activities	a. Evaluate activities from start to finish. b. Recommendations for further activities	a. Assessment of activities whether it is fit for purpose or not. Determine recommendations for further devotional activities

Table 4 Results of Activities

seemed enthusiastic and paid attention to the contents of the training materials.

The material giving activity lasted for approximately 90 minutes followed by the practice of making kolang-kaling products that are worth selling and at the end of the presenter session provided an opportunity for participants to ask questions related to the material that has been submitted. There were four questions from all the trainees regarding the content of the material. After answering questions from participants, the presenter conducts an evaluation related to the provision of materials that have been submitted by giving questions and giving opportunities to participants to answer the question. The training was closed with a joint photo activity between the presenters, the UNNES community service team, and the trainees.

CONCLUSION

The conclusion of the implementation of community service with the title Strengthening Ecopreneurship in Pakis Village, Limbangan Subdistrict, Kendal District is as follows:

1. Community service activities in the socialization of strengthening ecopreneurship and processing practices of kolang-kaling products in Pakis village communities have been carried out properly.
2. Community service activities on green products in the socialization of strengthening ecopreneurship and processing practices of kolang-kaling products in pakis village communities received an enthusiastic response from participants.
3. In the implementation of the service, four questions were received from the trainees regarding the training material and the participants expected the sustainability of the training.

REFERENCES

- B., J. (2012). Otonomi Daerah dan Pengelolaan Sumber Daya Alam di Propinsi Kalimantan Timur. *Jurnal Borneo Administrator*, 8(1), 7–30.
- Basrowi, & Juariyah, S. (2010). Analisis Kondisi Sosial Ekonomi dan Tingkat Pendidikan Masyarakat Desa Srigading, Kecamatan Labuhan Maringgai, Kabupaten Lampung Timur. *Jurnal Ekonomi & Pendidikan*, 7(1), 58–81.
- Damayanti, D., Pritasari, & Lestari, N. T. (2017). Gizi dalam Daur Kehidupan. Pusat Pendidikan Sumber Daya Manusia Kesehatan.
- HT, M. A. (2017). Economic Policy Based On Creative Industries Craft Supreme Effort Lifting Local Wisdom In Distrik Tuban. *Cakrawala*, 11(2), 157–169.
- Purwati, & Nugrahini, T. (2018). Pemanfaatan Buah Kolang-kaling dari Hasil Perkebunan sebagai Pangan Fungsional. *Jurnal Abdimas Mahakam*, 2(1), 24–33.
- Ratima. (2014). Khasiat Tersembunyi Kolang-kaling. *Tabloit Sinar Tani*.
<https://tabloidsinartani.com/detail/indeks/olah-an-pasar/612-khasiat-tersembunyi-kolang-kaling>
- Schaltegger, S. (2002). A Framework for Ecopreneurship: Leading Bioneers and Environmental Managers to Ecopreneurship. *Greener Management International*. *Greener Management International*, 38.
- Sina, P. G. (2012). Analisis Literasi Ekonomi. *Jurnal Economia*, 8(2), 135–143.
<https://doi.org/10.21831/economia.v8i2.1223>
- Thohir, M., Soesatyo, Y., & Harti. (2016). Pengaruh Status Sosial Ekonomi Orang Tua, Literasi Ekonomi, dan Percaya Diri terhadap Minat Wirausaha Siswa SMP Negeri di Kecamatan Tenggilis Mejoyo Surabaya. *Jurnal Ekonomi Pendidikan Dan Kewirausahaan*, 4(2), 149–163.
- Yenrina, R., Azima, F., & Khumairoh., F. (2016). Betacyanin Content and Antioxidant Activity of Slice Jam Mixture of Kolang-Kaling (*Arenga Pinnata*) and Dragon Fruit Peel (*Hylocereus Polyrhizus*). *International Journal of Advanced Research*, 4(12), 1223–1229.
<https://doi.org/10.21474/ijar01/2513>